



## **CITY OF NEWPORT BEACH**

### **ECONOMIC DEVELOPMENT COMMITTEE**

## **AGENDA**

**MEETING DATE:**

**Wednesday, November 17, 2010**

**TIME:**

**8:00-9:00 A.M. *Please arrive 5 min. prior***

**PLACE:**

**City of Newport Beach Council  
Chambers**

This committee is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Committee's agenda be posted at least 72 hours in advance of each meeting and that the public be allowed to comment on agenda items before the Committee and items not on the agenda but are within the subject matter jurisdiction of the Committee. The Committee may limit public comments to a reasonable amount of time, generally either three (3) or five (5) minutes per person.

It is the intention of the City of Newport Beach to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Newport Beach will attempt to accommodate you in every reasonable manner. Please contact Leilani Brown, City Clerk, at least 72 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or [lbrown@newportbeachca.gov](mailto:lbrown@newportbeachca.gov)).

### **ROLL CALL AND INTRODUCTIONS**

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

### **MEMBER UPDATES AND ANNOUNCEMENTS**

### **PENDING PROJECTS UPDATES**

### **DISCUSSION ITEMS**

1. Approval of Minutes of October 20, 2010 (*Attachment*)
2. Discussion of SCAG request to adopt a Business Friendly Resolution (*Attachments*)
3. Presentation of Research on "Shop Local" campaigns.
4. EQAC Representative's Report

**ITEMS FOR A FUTURE AGENDA**

December 15, 2010 -

**PUBLIC COMMENTS**

**ADJOURNMENT**

**NEXT REGULAR MEETING: Wednesday, December 15, 2010  
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



# CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

## DRAFT MINUTES 10-20-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, October 20, 2010.**

### Members Present:

E	Mike Henn, Chairman	A	David Hsiang
X	Keith Curry, Mayor	X	John Hyatt
X	Steve Rosansky, Council Member	X	Lloyd Ikerd
X	Robert Hawkins, Planning Commissioner	A	Brion Jeannette
X	Mike McNamara, Vice Chairman	X	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
E	Jeffrey Cole	X	John Robinson
X	Steven Coyne	X	Gregg Schwenk
E	Sheri Drewry	A	Gary Sherwin
E	Jennifer Gonzalez	X	Kim Van Natta
X	Arlene Greer	X	Gay Wassall-Kelly
X	Mark Hoover		

### Staff Representatives:

E	Leigh DeSantis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		
X	Susan Seviante, License Inspector		

### Guests Present:

Philip Bettencourt	Norm Bour, OPIS Network
Katie Gardner, OC One-Stop Center	
Bill Kelly	

### Roll Call and Introductions:

Vice Chairman McNamara called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests.

## **UPDATES AND ANNOUNCEMENTS**

- Mayor Curry announced that the “big three” rating agencies have assigned the City the highest possible underwriting agency rating of AAA, making Newport Beach the fifth city in California, and the only Orange County city, to receive the AAA rating from all three agencies.
- John Robinson announced the Marine Avenue BID-sponsored Fall Concert from 5 pm to 7 pm on October 28<sup>th</sup>. The entire 200 block of Marine Avenue will be closed.
- Mayor Curry announced that the City has retained Joel Fick as the Interim Community Development Director. Mr. Fick is a former deputy city manager for the City of Anaheim, and has been hired to help Newport Beach evaluate its planning and building department structures.

## **PENDING PROJECTS UPDATES**

There were none.

## **DISCUSSION ITEMS**

### **1. Minutes of September 15, 2010.**

Vice Chairman McNamara called for comments on the draft minutes. Ms. Greer requested two minor changes in the wording of the EQAC report and then moved approval of the minutes as amended. Mr. Batley seconded the motion. The minutes as amended were approved unanimously, with Mr. Hawkins abstaining from the vote.

### **2. Presentation by OPIS Network on their “Helping 100 Businesses 100 Days Program” to be offered in January – March 2011**

Norm Bour, of the OPIS Network, began with a brief history of OPIS Network, a small business consulting firm that partners with cities and community based organizations through their Technical Assistance Partnership Program (TAPP). Their mission is to empower entrepreneurs at all stages of business development through technical assistance, business counseling, education, resources and training. The “Helping 100 Business for 100 Days” program is uniquely designed to address the knowledge gaps that lead to business failure. The Program is offered in a personalized setting that fosters communication and nurtures relationship building. OPIS reports that their student businesses, using the tools learned from the program, have managed to grow up to 20%.

Economic Development staff was made aware of the “100 Days” program held in two other Orange County cities, earning positive feedback from both business owners and the cities. Staff has proposed hosting the “100 Days” Business Accelerator program in Newport Beach, with a kick-off event tentatively scheduled for January 15, 2011. Among the topics that will be covered in the workshop are the *10 Key Essentials to Competitively Position Your Business Today* and the *7 Top Trends from 2010 to 2020*. The January 15<sup>th</sup> workshop is the just beginning of the 100 Days program, which consists of 3 additional live classes and 6 telephone seminars. Following the presentation, a business may register to participate in the full program with a \$100

deposit of earnest money, which is returned in full upon completion of the program. Thus, the program is offered at no cost to the business owner. The City will incur minimal costs for the provision of a meeting space, one mailing advertising the program to Newport Beach businesses, and solicitation of sponsors to cover the cost of a modest breakfast and lunch for attendees of the kick-off event.

OPIS Network does not make a profit from the “100 Days” program. Rather, their profits come from businesses that retain them for additional consulting services. OPIS Network charges a performance fee for subsequent services outside of the “100 Days” program; they are not fee-based.

City staff has identified the “100 Days” program as a cost-effective way to assist local businesses during this economic downturn. Staff will forward an MOU to City Council outlining the agreement between the City and OPIS. Craig Batley made a motion and to recommend that the City Council sign the MOU with OPIS Network. Scott Palmer seconded the motion, and it was unanimously approved. Staff will keep EDC informed of event details as the workshop program develops.

### **3. EQAC Representative’s Report**

Arlene Greer reported that EQAC’s next meeting will take place on November 15, 2010. The City is currently reviewing their recommendation to ban smoking in parks and on trails. Once reviewed, that recommendation will be forwarded to the City Council. Study results for the proposed leaf blower ban have not yet been released. John Hyatt suggested that the smoking ban in parks and on trails be clearly marked with signage. Ms. Greer confirmed that signage was included in the recommendations by EQAC.

### **ITEMS FOR A FUTURE AGENDA**

- General staff overview of “shop local” programs
- Recommendations of Business License Policy Review Committee

### **PUBLIC COMMENT**

- John Hyatt inquired about eminent domain rumors surrounding the Lido Marina Village visioning and land planning effort. Steve Rosansky responded that those rumors were false and that no redevelopment agency would be formed for this effort. Staff was asked to forward any public meeting information on the land planning effort to the Committee.
- Lloyd Ikerd inquired as to the status of the Business License Policy Review Committee. Staff will assist in coordinating a meeting of the Committee.

### **ADJOURNMENT**

Vice Chairman McNamara called for the meeting to be adjourned at 8:55 am.



**CITY OF NEWPORT BEACH  
PLANNING DEPARTMENT  
3300 NEWPORT BOULEVARD, BLDG. C  
NEWPORT BEACH, CA 92658-8915  
(949) 644-3207**

## Memorandum

**To:** The Economic Development Committee  
**From:** Leigh M. De Santis, Economic Development Administrator  
**Date:** November 16, 2010  
**Re:** A request from SCAG that the City Council Adopt a Business Friendly Resolution  
Prior to December 2, 2010

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On December 2, 2010 the Southern California Association of Governments (SCAG) is hosting a one day meeting entitled "Southern California Road to Economic Recovery" to discuss the preliminary findings of the Southern California Regional Economic Growth Strategy. In support of their study and the meeting SCAG on September 2, 2010 adopted a Resolution of Support for Business Friendly Practices. Further the SCAG Regional Board approved inviting all SCAG region cities to adopt the same resolution.

Attached is a copy of the resolution SCAG is requesting that the City of Newport Beach adopt before December 2, 2010. It consists of two general concepts, to which I believe Newport Beach already subscribes.

The first concept is a commitment to improve city processes to provide timely responses to our business clients. The City meets this criterion in several ways. First, Newport Beach has a policy of returning phone calls the same day. Second, the City offers a free all department preliminary code review through meetings of the Development Review Committee (DRC) to assist the applicant in preparing a complete initial application. If a difficult problem is identified at the DRC, an applicant can make department specific appointments, at an hourly rate, to work on unique issues. Third, the City has a committed to processing completed planning and building applications within 30 days. Fourth, the City is moving towards the creation of a Community Development Department to create a seamless appearing process for applicants. The City does not have a preferential process for expediting permitting of new businesses because the aforementioned policies make it unnecessary. However, the City's economic development division does assist with business processing on an as needed basis to facilitate the processing should a business have special needs.

The second concept is a commitment to improve the attractiveness of the community to business through competitive taxes, fees and communication. Again Newport Beach is already doing this. The City has recently reviewed and is continuing to review all of its fees. The 2010 "Cost of Doing Business" Survey by Kosmont Rose listed Newport Beach as being a "very low cost" city in which to do business. As regards communication the City has an up-to-date website that offers a variety of amenities to businesses such as the "Tools for Business Success" resource, site selection assistance, on-line business license applications (to which we have added business improvement district information), business search, and the City Manager's Newsletter.

I believe the City can feel confident that it is in compliance with the spirit and letter of the SCAG proposed Business Friendly Resolution should the City Council wish to support the SCAG conference by adopting it.

The SCAG request and draft resolution have been reviewed by Planning, Public Works and Building Departments. All three Departments were comfortable supporting SCAG's request for a resolution.

# SCAG DRAFT RESOLUTION

## Resolution of Support for Business Friendly Practices

**Whereas,** \_\_\_\_\_ supports working with SCAG and other key economic stakeholders to improve the Southern California Economy;

**Whereas,** \_\_\_\_\_ currently is a business friendly municipality and has numerous practices in place to encourage economic growth within the community;

**NOW, Therefore Be It Resolved,** that \_\_\_\_\_ supports the following Business Friendly Principles:

### Principle One – Improve Business Responsive Processes

\_\_\_\_\_ will work to improve process to increases its responses to business that are seeking or doing business within the city. These commitments include responding to business inquires within an established time period and offering an expedited permitting process for new businesses.

### Principle Two – Increase Attractiveness to Business Investment

\_\_\_\_\_ will seek to improve its attractiveness to new and existing businesses in the city. The city will strive to maintain competitive taxes and fees and establish good communications with business base via newsletter or website.

Mayor \_\_\_\_\_

Date \_\_\_\_\_

Clerk Attests \_\_\_\_\_

\_\_\_\_\_  
Date